

including at least one or more possibly interested buyers and at least one or more vendors, at least certain of said buyers having addresses for electronic communication, comprising:

an interface for facilitating interaction of interested buyers with said electronic commercial transaction system,

an input system for use by the interested buyers to designate at least one area of commercial interest,

a memory for storing identification data of an interested buyer in association with said at least one designated area of commercial interest,

a control system for isolating from the interested buyers that are identified to the commercial transaction system, those potential buyers associated with an area of commercial interest, and electronically outputting to said addresses for electronic communication relating to those potential buyers an indication to said potential buyers regarding said area of interest including a **[solicitation for viewing of]** notification of availability of sales presentations of the one or more vendors wherein the sales presentation includes stored video relating to the area of interest including dynamic video data or high resolution freeze frame video data and text data.

29. (Amended) The commercial transaction system of claim 17 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by an electronic mail (e-mail).

31. (Amended) The commercial transaction system of claim 17 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by **[an]** a telephonic communication.

32. (Amended) The commercial transaction system of claim 31 wherein the addresses for electronic communication **[is a]** are telephone **[number]** numbers for the buyers.

33. (Amended) The commercial transaction system of claim 17 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by a recorded voice message.

35. (Amended) The commercial transaction system of claim 17 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by an electronic bulletin board.

36. (Amended) The commercial transaction system of claim 17 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by facsimile.

37. (Amended) The commercial transaction system of claim 36 wherein **[the addresses]** an address for electronic communication is a telephone number associated with a facsimile machine.

38. (Amended) The commercial transaction system of claim 17 wherein **[the]** an address for electronic communication is obtained for at least certain of said members from **[said]** an on-line computer service.

39. (Amended) The commercial transaction system of claim 17 wherein **[the]** an address for electronic communication **[are]** is provided during a registration phase.

40. (Amended) The commercial transaction system of claim 17 wherein **[the]** an address for electronic communication is obtained automatically from the system.

42. (Amended) The commercial transaction system of claim 17 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by a video download of information relating to **[said materials relating to]** the **[areas]** area of interest.

43. (Amended) The commercial transaction system of claim 42 wherein the **[outputting]** control system outputs an indication to said buyers further **[includes]** including audio.

44. (Amended) The commercial transaction system of claim 17 wherein the **[outputting] control system outputs** an indication to said buyers **[is provided]** by video including information depicting at least in part the products or services relating to the **[areas]** area of interest.

45. (Amended) The commercial transaction system of claim 44 wherein the **[outputting] control system outputs** an indication to said buyers **[is provided]** by dynamic video relating to **[said materials relating to]** the **[areas]** area of interest.

46. (Amended) The commercial transaction system of claim 17 wherein the **[outputting] control system outputs** an indication to said buyers **[is provided]** at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

47. (Amended) The commercial transaction system of claim 46 wherein the indication further includes audio **[over]** with the still picture information.

50. (Amended) The commercial transaction system of claim 17 further including an image display system for presenting high resolution still images to said potential **[buyer]** buyers upon contact of said system, after the communication of the indication to said potential **[buyer]** buyers regarding said area of interest.

51. (Amended) The commercial transaction system of claim 50 further including an audio system for providing audio to at least said **[buyer]** potential buyers.

52. (Amended) The commercial transaction system of claim 17 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication of the indication to said buyer regarding said area of interest.

53. (Amended) The commercial transaction system of claim 17 further including a text system for providing the text data.

54. (Amended) The commercial transaction system of claim 17 further including an audio system for providing audio.

55. (Amended) The commercial transaction system of claim 54 wherein the audio system provides at least voice as part of the audio.

65. (Twice Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between members of plural groups, including at least one or more possibly interested buyers and at least one or more vendors, at least certain of said buyers having addresses for electronic communication, the electronic commercial transaction system being adapted for use with an on-line computer service, comprising:

an interface for facilitating interaction of interested buyers with said electronic commercial transaction system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

an input system for use by the interested buyers to designate at least one area of commercial interest,

a memory for storing identification data of an interested buyer in association with said at least one designated area of commercial interest, and

a control system for isolating from the interested buyers that are identified to the commercial transaction system, at least certain of those potential buyers associated with an area of commercial interest, and electronically outputting to said addresses for electronic communication relating to those potential buyers, an indication to said potential buyers regarding said area of interest including a **[solicitation for viewing of]** notification of availability of sales presentations of the one or more vendors including wherein the sales presentation includes stored video relating to the area of interest including dynamic video data or high resolution freeze frame video data and text data, the

control system also providing a buyer with an identification number to identify a particular transaction.

71. (Amended) The commercial transaction system of claim 65 wherein the **[control system for isolating those potential buyers utilizes]** area of interest designated by the interested buyers includes price data.

72. (Amended) The commercial transaction system of claim 65 wherein the area of interest designated by the interested buyers includes the maximum amount that the interested buyers will pay **[control system for isolating those potential buyers includes determination of the lowest offer]**.

73. (Amended) The electronic commercial transaction system of claim 65 wherein the control system imposes at least one limitation on access by the potential buyers **[for isolating those potential buyers includes determination of the highest offer]**.

74. (Amended) The commercial transaction system of claim 71 wherein the control system for isolating those potential buyers further includes other factors in addition to price.

75. (Amended) The commercial transaction system of claim 74 wherein said other factors **[includes]** include the vendor rating.

76. (Amended) The commercial transaction system of claim 74 wherein said other factors **[includes]** include the vendor delivery status.

77. (Amended) The commercial transaction system of claim 65 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by **[an]** electronic mail (e-mail).

79. (Amended) The commercial transaction system of claim 65 wherein the **[outputting] control system outputs** an indication to said buyers **[is provided]** by **[an]** a telephonic communication.

81. (Amended) The commercial transaction system of claim 65 wherein the **[outputting] control system outputs** an indication to said buyers **[is provided]** by a recorded voice message.

83. (Amended) The commercial transaction system of claim 65 wherein the **[outputting] control system outputs** an indication to said buyers **[is provided]** by an electronic bulletin board.

84. (Amended) The commercial transaction system of claim 65 wherein the **[outputting] control system outputs** an indication to said buyers **[is provided]** by facsimile.

85. (Amended) The commercial transaction system of claim 84 wherein **[the addresses] an address** for electronic communication is a telephone number associated with a facsimile machine.

86. (Amended) The commercial transaction system of claim 65 wherein **[the] an** address for electronic communication is obtained for at least certain of said members from **[said] an** on-line computer service.

87. (Amended) The commercial transaction system of claim 65 wherein **[the] an** address for electronic communication **[are] is** provided during a registration phase.

88. (Amended) The commercial transaction system of claim 65 wherein **[the] an** address for electronic communication is obtained automatically from the system.

89. (Amended) The commercial transaction system of claim 65 wherein the control system electronically outputs the indication to a certain subset of those potential buyers **[address for electronic communication is obtained by ANI]**.

90. (Amended) The commercial transaction system of claim 65 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by a video download of information relating to **[said materials relating to]** the **[areas]** area of interest.

91. (Amended) The commercial transaction system of claim 90 wherein the **[outputting]** control system outputs an indication to said buyers further **[includes]** including audio.

92. (Amended) The commercial transaction system of claim 65 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by video including information depicting at least in part the products or services relating to the **[areas]** area of interest.

93. (Amended) The commercial transaction system of claim 92 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by dynamic video relating to **[said materials relating to]** the **[areas]** area of interest.

94. (Amended) The commercial transaction system of claim 65 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

95. (Amended) The commercial transaction system of claim 94 wherein the indication further includes audio **[over]** with the still picture information.

97. (Amended) The commercial transaction system of claim 96 further including a cross reference number to identify transactions relating to the areas of interest [**locator indication**].

98. (Amended) The commercial transaction system of claim 65 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system, after the communication of the indication to said buyer regarding said area of interest.

101. (Amended) The commercial transaction system of claim 65 further including a text system for providing text.

102. (Amended) The commercial transaction system of claim 65 further including an audio system for providing audio.

112. (Twice Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between members of plural groups, including at least one or more possibly interested buyers and at least one or more vendors, at least certain of said buyers having addresses for electronic communication, the electronic commercial transaction system being adapted for use with an on-line computer service, comprising:

an interface for interaction with said electronic commercial transaction system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

a high resolution still image system to provide images to said possibly interested buyer,

an input system for use by buyers to designate at least one area of commercial interest,

a memory for storing identification data of an interested buyer in association with said at least one designated area of commercial interest, and

a control system for isolating from the interested buyers that are identified to the commercial transaction system, at least certain of those potential buyers associated with an area of commercial interest, and electronically outputting to an address for electronic communication relating to a potential buyer an indication to said buyer regarding said area of interest; said potential buyer using the input system for manipulating an image provided by the high resolution still image system.

121. (Amended) The commercial transaction system of claim 118 wherein the control system for isolating those potential buyers further includes other factors in addition to price.

124. (Amended) The commercial transaction system of claim 112 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by an electronic mail (e-mail).

126. (Amended) The commercial transaction system of claim 112 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by **[an]** a telephonic communication.

128. (Amended) The commercial transaction system of claim 112 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by a recorded voice message.

130. (Amended) The commercial transaction system of claim 112 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by an electronic bulletin board.

131. (Amended) The commercial transaction system of claim 112 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by facsimile.

132. (Amended) The commercial transaction system of claim 131 wherein **[the addresses]** an address for electronic communication is a telephone number associated with a facsimile machine.

133. (Amended) The commercial transaction system of claim 112 wherein **[the]** an address for electronic communication is obtained for at least certain of said members from **[said]** an on-line computer service.

134. (Amended) The commercial transaction system of claim 112 wherein **[the]** an address for electronic communication **[are]** is provided during a registration phase.

135. (Amended) The commercial transaction system of claim 112 wherein **[the]** an address for electronic communication is obtained automatically from the system.

136. (Amended) The commercial transaction system of claim **[112]** 89 wherein the control system sends the indication to several subsets of potential buyers in sequence **[address for electronic communication is obtained by ANI]**.

137. (Amended) The commercial transaction system of claim 112 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by a video download of information relating to **[said materials relating to]** the **[areas]** area of interest.

138. (Amended) The commercial transaction system of claim 137 wherein the **[outputting]** control system outputs an indication to said buyers further **[includes]** including audio.

139. (Amended) The commercial transaction system of claim 112 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by video including information depicting at least in part the products or services relating to the **[areas]** area of interest.

140. (Amended) The commercial transaction system of claim 112 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by dynamic video relating to **[said materials relating to]** the **[areas]** area of interest.

141. (Amended) The commercial transaction system of claim 112 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

142. (Amended) The commercial transaction system of claim 141 wherein the indication further includes audio **[over]** with the still picture information.

144. (Amended) The commercial transaction system of claim 143 further including a cross reference number to identify transactions relating to the areas of interest **[locator indication]**.

145. (Amended) The commercial transaction system of claim 112 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system, after the communication of the indication to said buyer regarding said area of interest.

147. (Amended) The commercial transaction system of claim 112 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication of the indication to said buyer regarding said area of interest.

148. (Amended) The commercial transaction system of claim 112 further including a text system for providing text.

149. (Amended) The commercial transaction system of claim 112 further including an audio system for providing audio.

159. (Twice Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between members of plural groups, including at least one or more possibly interested buyers and at least one or more vendors, at least certain of said buyers having addresses for electronic communication, the system being adapted for use with an on-line computer service, comprising:

an interface for facilitating interaction of said interested buyers with said system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

a dynamic video and audio system for providing video and audio at least from said electronic commercial transaction system to said possibly interested buyer,

an input system for use by interested buyers to designate at least one area of commercial interest,

a memory for storing identification data of an interested buyer in association with said at least one designated area of commercial interest,

a control system for isolating from the interested buyers that are identified to the commercial transaction system, at least certain of those potential buyers associated with an area of commercial interest, and electronically outputting to an address for electronic communication relating to a potential buyer, an indication to said buyer regarding said area of interest, including a **[solicitation for viewing of]** notification of availability of sales presentations of the one or more vendors wherein the sales presentation includes stored video relating to the area of interest including dynamic video data or high resolution freeze frame video data and text data.

166. (Amended) The commercial transaction system of claim 159 wherein the control system for isolating those potential buyers takes into consideration certain limitations that may be imposed with respect to certain buyers **[includes determination of the lowest offer]**.

167. (Amended) The commercial transaction system of claim 159 wherein the area of interest designated by the interested buyers includes the maximum amount that the interested

buyers will pay [control system for isolating those potential buyers includes determination of the highest offer].

168. (Amended) The commercial transaction system of claim 165 wherein the control system for isolating those potential buyers further includes other factors in addition to price.

171. (Amended) The commercial transaction system of claim 159 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by an electronic mail (e-mail).

173. (Amended) The commercial transaction system of claim 159 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by **[an]** a telephonic communication.

175. (Amended) The commercial transaction system of claim 159 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by a recorded voice message.

177. (Amended) The commercial transaction system of claim 159 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by an electronic bulletin board.

178. (Amended) The commercial transaction system of claim 159 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by facsimile.

179. (Amended) The commercial transaction system of claim 178 wherein **[the addresses]** an address for electronic communication is a telephone number associated with a facsimile machine.

180. (Amended) The commercial transaction system of claim 159 wherein **[the]** an address for electronic communication is obtained for at least certain of said members from **[said]** an on-line computer service.

181. (Amended) The commercial transaction system of claim 159 wherein **[the]** an address for electronic communication **[are]** is provided during a registration phase.

182. (Amended) The commercial transaction system of claim 159 wherein **[the]** an address for electronic communication is obtained automatically from the system.

184. (Amended) The commercial transaction system of claim 159 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by a video download of information relating to **[said materials relating to]** the **[areas]** area of interest.

185. (Amended) The commercial transaction system of claim 184 wherein the **[outputting]** control system outputs an indication to said buyers further **[includes]** including audio.

186. (Amended) The commercial transaction system of claim 159 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by video including information depicting at least in part the products or services relating to the **[areas]** area of interest.

187. (Amended) The commercial transaction system of claim 159 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** by dynamic video relating to **[said materials relating to]** the **[areas]** area of interest.

188. (Amended) The commercial transaction system of claim 159 wherein the **[outputting]** control system outputs an indication to said buyers **[is provided]** at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

189. (Amended) The commercial transaction system of claim 188 wherein the indication further includes audio [over] with the still picture information.

191. (Amended) The commercial transaction system of claim 190 further including a cross reference number to identify transactions relating to the areas of interest **[locator indication]**.

192. (Amended) The commercial transaction system of claim 159 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system, after the communication of the indication to said buyer regarding said area of interest.

194. (Amended) The commercial transaction system of claim 159 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication of the indication to said buyer regarding said area of interest.

195. (Amended) The commercial transaction system of claim 159 further including a text system for providing text.

196. (Amended) The commercial transaction system of claim 159 further including an audio system for providing audio.

197. (Amended) The commercial transaction system of claim 196 wherein the audio system provides at least voice as part of the audio.

REMARKS

Applicant is submitting this supplemental amendment further to the Amendment and Response to the office action dated September 12, 2000. With that amendment, Applicant